



“The Future of Intellectual Property: A Transnational Perspective”

July 13, 2023 - from 10.00 to 18.00 (CET)

Aula Magna, Campus Luigi Einaudi, Lungo Dora Siena 100/A, Turin

It is also possible to attend the conference online.

Lawyers attending the conference are entitled to formative credits: to get them it is necessary to register in the RICONOSCO platform.

Jointly organized by the University of Turin, the World Intellectual Property Organization, SAA - School of Management and the Consortium for Research and Permanent Education.

PROGRAM IN DETAIL:

I. Welcome Remarks

10.00-10.30

Prof. Raffaele Caterina, Dean, Department of Law, University of Turin
Mrs. Martha Chikowore, Acting Head, Academic Institutions and Executives Programs, WIPO
Mr. Davide Caregnato, Director, Turin School of Business Administration
Prof. Alessandro Cogo, Department of Law, University of Turin, Scientific Director of the Master

II. Past, Present and Future of IP: A View From the Founders of the Master

10.30-12.30

Chair: Prof. Paolo Montalenti, Department of Law, University of Turin
Prof. Gianmaria Ajani, Interuniversity Department of Regional and Urban Studies and Planning, University of Turin
Mrs. Carlotta Graffigna, Former Executive Director, WIPO Academy
Prof. Mpazi Sinjela, Unicaf University, Lusaka
Prof. Marco Ricolfi, Department of Law, University of Turin

Interventions from the Alumni Community and the Deans and Directors of the WIPO Joint Master Programs Participating to the WIPO International Network for IP Education

Break – Light Lunch Offered by the Organizers

12.30-14.00

III. Aims and Dynamics of Trademark and Copyright Protection

14.00-15.00

Chair: Mrs. Silvia Vitro', Chief Judge of the Court of Turin, Intellectual Property Division
Prof. Irene Calboli, Texas A&M University, Overlapping TM/Copyright and the Expansion of
Character Merchandising in the Past Two Decades
Prof. Eleonora Rosati, Stockholm University, The Changing Face of Copyright: Interpretative
Standards and Approaches in CJEU Case Law
Questions and Answers

IV. Innovating the Protection of Heritage

15.00-15.50

Chair: Prof. Maurizio Borghi, Department of Law, University of Turin
Prof. Cristiana Sappa, IÉSEG Management School Lille, The evolving role of copyright in the
cultural heritage sector
Dr. Selin Özden Merhaci, Ankara University, Protecting Cultural Heritage: Traditional Product
Names (Traditional Specialities Guaranteed) according to the Turkish Code of Industrial
Property
Questions and Answers

Break

15.50-16.00

V. Developments in the Law of Patents

16.00-17.00

Chair: Mrs. Emanuela Germano Cortese, Judge of the Court of Appeal of the Unified Patent
Court
Dr. Justyna Ożegalska-Trybalska, Jagiellonian University, Krakow, Rethinking Patent Law for
New Technologies
Dr. Dariusz Kasprzycki, Jagiellonian University, Krakow, Do We Expect More from the Invention
than Being Sufficiently Disclosed? Around the Plausibility/Enablement Question
Questions and Answers

VI. Artificial Intelligence and Intellectual Property

17.00-18.00

Chair: Dr. Enrico Bonadio, City University, London
Prof. Giancarlo Frosio, Queen's University, Belfast, Generative AI and IP
Prof. Maria Vazquez, University of San Andres, Buenos Aires, The Ethics of Generative AI in
Music: The Future of IP & AI-Driven Composition
Questions and Answers

VI. Closing Remarks